<u>Amendments to the Claims:</u>

1-4. canceled.

5. (previously presented): A method comprising:

receiving audio at a device;

discerning from the audio a plural-bit audio ID;

obtaining information from a memory in the device;

with reference to at least the information, transmitting at least a portion of the audio ID to a location remote from said device.

6. (previously presented): The method of claim 5 in which the audio ID comprises a Digital Object Identifier.

7. (previously presented): A method comprising:

receiving audio at a device by a microphone,

discerning from the audio a plural-bit audio ID;

obtaining a user ID from a memory in the device;

transmitting at least portions of both the audio ID and the user ID to a location remote from said device.

8. (previously presented): The method of claim 7 that further comprises discerning at least two IDs from the audio, one being said audio ID, another being an ID corresponding to an environment in which the device is located.

9-10. canceled.

11. (previously presented): A device comprising a housing sized for carrying in a user's pocket and including:

a transducer to receive ambient audio and to output electrical signals representing the ambient audio to the input of a processing system, the processing system operable to detect an identifier of the ambient audio discerned or derived from the electrical signals;

a memory storing user identification information; and

an interface coupled to an output of the processing system for receiving the identifier therefrom, and also coupled to the memory for receiving at least some of the user identification therefrom, for transmission to a relay station.

12. (previously presented): The device of claim 11 in which the interface is a wireless interface.

13. (previously presented): The device of claim 11 including an alphanumeric display.

14. (previously presented): The device of claim 11 including a keypad.

15. (previously presented): A method comprising:

receiving audio at a device;

providing the audio to a processing system;

receiving from the processing system an audio ID decoded from the audio;

obtaining information from a memory in the device;

with reference to at least the information, transmitting at least a portion of the audio ID to a location remote from said device.

16. (previously presented): The method of claim 15 in which the audio ID comprises a Digital Object Identifier.

17. (previously presented): A method comprising:

receiving audio at a device by a microphone;

providing the audio to a processing system;

receiving from the processing system an audio ID decoded from the audio;

obtaining a user ID from a memory in the device;

transmitting at least portions of both the audio ID and the user ID to a location remote from said device.

18. (previously presented): The method of claim 17 that further comprises receiving from the processing system at least two IDs corresponding to the audio, one being said audio ID, another being an ID corresponding to an environment in which the device is located.

19-24. canceled.

25. (previously presented): The method of claim 5, further comprising:

responsive to said transmission, receiving data from the remote location, the received data relating to said audio; and

presenting at least some of the received audio on a display.

26. (previously presented): The method of claim 25 in which the received data includes data representing a song title, and the method includes presenting said song title on the display.

27. (previously presented): A method comprising:

receiving ambient music using a microphone in a user device;

transferring electronic signals representing the received ambient music to a processor;

receiving from the processor an identifier derived from the electronic signals;

using said identifier to obtain information from a database, said information relating to the ambient music; and

presenting at least textual information to a user about the ambient music, said presented textual information being based at least in part on information obtained from the database.

28. (previously presented): The method of claim 27 in which the textual information presented to the user specifies the artist and title of the ambient music.

29. (previously presented): The method of claim 27 in which the textual information provides the user an opportunity to have the music, or data related thereto, electronically sent to a destination device.

30. (previously presented): The method of claim 29 that further includes the act of electronically sending the music, or data related thereto, to said destination device.

31. (previously presented): The method of claim 29 in which the destination device is distinct from the user device.

32. (previously presented): The method of claim 27 in which the textual information identifies packaged media on which the music is available.

33. (previously presented): The method of claim 27 in which the user device includes a display, and the textual information is presented to the user on said display.

34. (previously presented): The method of claim 27, triggered by a user action including pressing a button on the user device.

35. (previously presented): The method of claim 27, triggered by a voice command of the user, acted upon by a voice recognition feature of the user device.

36. (previously presented): The method of claim 27 in which the device is portable, sized to carry in a user's pocket.

37. (previously presented): The method of claim 27 that includes:

transmitting data from the user device to a remote computer, said data including user/device data relating to at least one of the following: user name, audio delivery information, user age, user gender, model of user device, device UID, or user UID;

wherein the text presented to the user is dependent, at least in part, on said transmitted user/device data.

38. (previously presented): The method of claim 27 wherein the user device has wireless transmit and receive capabilities.

39. (previously presented): The method of claim 38 in which the wireless device has a store-and-forward capability, wherein ambient music can be stored and later identified if wireless service is not available at the time when the ambient music is received by the microphone.

40. (previously presented): The method of claim 27 that includes providing to the user one or more internet links determined - by reference to the identifier - to correspond to the ambient audio.

41. (previously presented): The method of claim 27 that further includes the act of processing the transferred electronic signals to generate the identifier.

42. (previously presented): The method of claim 41 in which said processing is performed in the user device.

43. (previously presented): The method of claim 41 in which the processing comprises decoding a watermark from the transferred electronic signals.

44. (previously presented): The device of claim 11 wherein the identifier is extracted from a digital watermark embedded in the electrical signals representing the ambient audio.

45. (previously presented): The device of claim 44 in which the interface is a wireless interface.

46. (previously presented): The device of claim 44 including an alphanumeric display.

47. (previously presented): The device of claim 44 including a keypad.

48. (previously presented): The device of claim 44 in which the interface also receives data related to the ambient audio from the relay station, the alphanumeric display serving to present at least certain of said received data to a user of the device.

49. (previously presented): The device of claim 48 wherein the received data includes data representing a song title, wherein the device permits identification of a song sensed by the transducer.

50. (previously presented): The device of claim 44 wherein the identifier comprises a Digital Object Identifier.

51. (new): A method comprising:

capturing ambient audio with a microphone, and producing audio data therefrom;

providing the audio data to a processor;

receiving from the processor an identifier corresponding to the audio data; and

by reference to said received identifier, initiating a search using a general purpose internet search engine for information related to the audio;

wherein a search is initiated with a general purpose internet search engine without entry of text keywords by a user.

52. (new): A method of internet search comprising:

receiving an identifier corresponding to audio data;

by reference to the identifier, ascertaining an identity of a related content object; and

initiating a search using a general purpose internet search engine for information related to the identified content object;

wherein a search is initiated with a general purpose internet search engine without entry of text keywords by a user.

53. (new): A method comprising:

receiving an identifier corresponding to audio data;

by reference to said identifier, identifying a remote meta data repository related to a content object; and

collecting meta data located at said identified repository with a search engine.

54. (new): A method comprising:

from a set of image data, decoding a steganographically-encoded digital watermark embedded therein;

by reference to the decoded watermark, identifying a physical object; and

presenting a menu with at least two options from which a user can select, one of said options comprising initiating a purchase transaction involving the identified object, and another of said options comprising initiating a search using a general purpose internet search engine for listings related to the identified object.

55. (new): A method comprising:

capturing visual data from entertainment content;

providing the visual data to a processor;

receiving from the processor an identifier corresponding to the visual data; and

by reference to said received identifier, initiating a search using a general purpose internet search engine;

wherein a search is initiated with a general purpose internet search engine without entry of text by a user.

56. (new): A method of internet search comprising:

receiving an identifier corresponding to visual data;

by reference to the identifier, ascertaining an identity of an entertainment content object; and

initiating a search using a general purpose internet search engine for information related to the identified entertainment content object;

wherein a search is initiated with a general purpose internet search engine without entry of text by a user.

57. (new): A method comprising:

receiving an identifier corresponding to visual data;

by reference to said identifier, identifying a remote meta data repository related to a content object; and

collecting meta data located at said identified repository with a search engine.

58. (new): A portable personal digital device capable of playing audio content for a first user's enjoyment, the device including a display screen, a data storage medium, and a user interface through which the first user interacts with said device, wherein said user interface is adapted to receive from the first user an instruction that a second user's device be sent particular audio content.

59. (new): A system comprising the portable personal digital device of claim 58, together with a second portable personal digital device, wherein the second device includes a physical storage medium in which said audio content is stored, as a consequence of said first user interaction with said user interface, and wherein the second device is adapted to render said stored audio content.

60. (new): A method of sharing audio content between first and second portable personal digital devices that are adapted to play audio content, the method including the acts:

through a user interface of the first portable personal digital device adapted to play audio content, receiving user input indicating that audio content is to be sent to a second user's portable personal digital device adapted to play audio content; and

as a consequence, delivering audio content to said second user's portable personal digital device.

61. (new): A portable device including a processor, a display screen, a data storage medium, and a user interface through which a user interacts with said device, wherein said user interface is adapted to receive from the user an instruction that selected audio or visual content be sent to a destination device.

62. (new): A method comprising the acts:

receiving input from a first consumer, through a user interface of a portable device, said input relating to particular content, and identifying a destination device;

sending a radio transmission from said portable device, said transmission including data corresponding to said particular content; and

at said destination device, receiving content-related information as a consequence of the foregoing.

63. (new): A method practiced using a portable consumer electronic device that is capable of playing music, comprising the acts:

receiving input from a consumer identifying a song;

querying the consumer as to an intended recipient for the song, by presenting to the consumer a scrollable list of recipient information on a screen of said device;

receiving input from the consumer identifying a recipient from said scrollable list; and

sending data from the device as a consequence of the foregoing.

64. (new): A portable personal digital device capable of playing audio for an individual's enjoyment, the device including an interface for receiving audio content data, a data storage medium for storing said received audio content data, a processor adapted to play said audio content data, and a counter for tracking a number of plays of said received audio content.

65. (new): A method of user interaction with audio or visual content, comprising:

(a) at a user device, rendering audio or visual content for a user;

(b) deriving a content identifier from data representing human-perceptible attributes of said audio or visual content;

(c) identifying a remote computer resource by reference to said obtained identifier;

(d) communicating with said remote computer resource; and

(e) logging said communication at said remote computer resource, so that information regarding said content can be compiled.

66. (new): A method comprising:

sensing audio in a device;

generating identifier data from the sensed audio;

determining information related to said audio by reference to said identifier data;

receiving at said device, from a remote computer system and responsive to information sent by said device to said remote computer system, meta data associated with said audio, said meta data including title and artist information;

presenting at least certain of said meta data to a user of said device;

following a user's interaction with a user interface associated with said device, sensing a signal indicating the user's interest in particular electronic content for which meta data is presented;

transmitting data related to said user indication from said device to a remote system; and

in response, delivering corresponding content data to a desired computer distinct from said device.

67. (new): A method comprising:

sensing audio of interest at a portable device;

sending data related to the sensed audio to a remote computer system;

receiving at a portable device, from said remote computer, meta data associated with the sensed audio, said meta data including title information;

presenting at least certain of said meta data on a display of said portable device;

following a user's interaction with a user interface associated with said device, sensing a signal indicating the user's interest in particular electronic content for which meta data is displayed;

transmitting data related to said user indication from said portable device to a remote system; and

in response, delivering corresponding content data to a desired computer distinct from said portable device.

68. (new): A method comprising:

sensing audio of interest at a portable device;

sending data related to the sensed audio to a remote computer system; and

receiving at said portable device, from said remote computer, concert information for an artist associated with said audio.

69. (new): A method comprising:

sensing audio of interest that is being streamed to a first user device from a first remote computer;

in response to action by a user, sending identification data related to the sensed audio from said first user device to a second remote computer distinct from the first, to thereby cause delivery of corresponding content data to a recipient computer;

wherein said delivery occurs while said audio of interest is still being streamed to the first user device.